FREDERICK LOESER & CO.

NEW YORK, SUNDAY, JULY 23, 1911. - Copyright, 1911, by the Swe Printing and Publishing Association.

have had the hardihood to declare against the amendment are the allies of the rum power which is seeking to get a strangle hold on the State.

So far the prohibitionists are the aggressors. They were first in the field, they have been organizing since spring. they have had speaking meetings all over the State, they have distributed their leaflets everywhere and they have enlisted the churches and the granges and many of the civic and even some of the secret organizations.

Not long ago the Association of State Superintendents of Schools met and resolved that for the salvation of the children the prohibitory amendment ought to be retained. Everywhere Maine is ringing with this cry of "Rum against

righteousness. There are thousands of Maine voters who are not altogether sure that prohibition has been a success in the fifty years that the State has tried it and who might be willing to make an experiment with something else who would not dare to make public expression of their opin-They are convinced of the failure of the law, but they don't care enough about it to have the finger of scorn pointed at them by their friends and neighbors in the grange and in the church.

Whichever side one takes he cannot but admit that it is a marvellous campaign the prohibitionists are making. The leader is Mrs. L. M. N. Stevens, national president of the W. C. T. U., herself a Maine woman and a resident of Portland. Mrs. Stevens has fought for

Campaigners for Prohibition, as they are called, were formed in almost every school district in the State and the organization is now said to number 20,000

200 of these little ones marched through salt. the streets waving their banners and singing their songs.

Mrs. Stevens says that prohibition is an

Next Saturday the Boston automobile campaigners will invade Maine. This is a party of Boston men who are going to tour the State in an automobile, speaking from the machine. They will hold their first meeting in Kittery Saturday and will love on from there to Portland, where on Monday there will be a "rally" of the old maison, where Napoleon's wife Josephine it back from St. Helena and used it him- hesitation in declaring it the authentic lived and died, has been made into a muThere were enough voters in Maine last seum. As cabled to The Sun, an Ameriin fact, he died in it. time political pattern.

There were enough voters in Maine last seum. As cabled to The Sun, an Amerifall to overthrow the Republican party.
can. Edward Tuck, has just presented to it the bed on which Napoleon is said to the prohibitory amendment; and there have died.

At his death it became the property of one of the General's farmers, who was to abanker at Châteauroux. It remained that Napoleon had two beds, on one of ture to pass a resolution resubmitting this amendment with the necessary two-

as become of them all? It cannied that a great many of them ons as the State Sunday School Assoon passed and churches and granger They don't care enough atter to come out and be made of these slings and arrows.

it is conducting a campaign the Maine Non-Partisan the Maine Non-Partisan different forwernment League, which work consent has been shortened "License League." It was a Augusta several weeks ago and bosed of men of standing and The presiding officer was the ther McKinney of Bridgton, a list ininister and former member less from New Hampshire, and it is president Dr. Seth C. Gordon and a surgeon of more than State-Matton in his profession. Its tation in his profession. Its pincluded most of the Demomence on the rolls, includer State Treasurer, a former the House, and a former mem-

Governor's council.

ganization has an executive of publicity agent. Fred G. Faserly managing editor of the ReFortland Press.

in Portland Press.

assett, who is secretary and treasthe league, has a suite of rooms fice building and has under him a clusteness and clerks. So campaign has consisted of preside direculating printed matter this hing thunder for the four daily which are advocating the repeal amendment. Secretary Fassett ales to argue that all sides want a best for Maine, that they only as to method; that prohibition en enforced only spofadically and as to method; that prohibition en enforced only spofadically and are afairer in the main, and he remarks by President Taft, Cardithons, Dr. Ellot of Harvard and that regulation is more practical rohibition. Furthermore he says a question before the voters next tot license or no license, but whether thon.

The License League has held no speaking meetings yet but will do so later.

MAINE'S WET AND DRY FIGHT

GREAT CAMPAIGN FOR CONTINEED PROHIBITION IS ON.

Weiman who has won Many Sattles
Assinst Rum Heads the Opposition
to Annulment of the Constitutional
Amendment—License Forces in Hiding
PORILAND, Me., July 21.—On October 15
last the Maine Sunday School Association
adopted the following resolution by a
unanimous vote:

The speakers will all be Maine men,
said Secretary Fassett to-day, "for we believe that this is a Maine affair and is
for Maine to settle."

Ninety-nine out of every hundred men in the State to-day who feel competent to express an opinion will tell you that the amendment will be reaffirmed by a majority not much less than the fifty thousand it had when it was adopted.

It was the idea of the Democratic Legis-lature, to give the people a chance to vote next September after they had had a taste of enforced prohibition; that is, Maine was to be made "as dry as a covered bridge," as Gov. Plaisted was quoted as saying.

But the "covered bridge" proposition

Rut the "covered bridge" proposition

Maine was to be made "as dry as a covered bridge." as Gov. Plaisted was quoted as saying.

"Rescired. That any person who votes or in any way influences others to vote, directly or indirectly, to so amend our Constitution as to admit of a license of the liquor traffic, high or low, local or Statewide, is equally guilty of giving his neighbor drink and putting the bottle to him as the rum seller, and the woe of the prophet of God is upon him."

That's strong language, but it is the war cry of the campaign which the prohibition forces of Maine are conducting against the proposed repeal of the amendment to the Constitution adopted in 1894 and forever forbidding the sale of liquor.

No one outside the State has an idea of the way this battle for constitutional prohibition is being fought.

In the prohibitionists' publications and in the speeches of their orators those who have had the hardihood to declare against the program of the amendment are the allies of the rum.

Maine was to be made "as dry as a covered bridge," as Gov. Plaisted was quoted by as as giov. Plaisted was quoted by overed bridge," as Gov. Plaisted was quoted by as as giov. Plaisted was quoted by as as giov. Plaisted was quoted by roved easier to plan than to execute. No sooner had the Legislature adjourned than the sheriffs of the counties of Cumberland, androscoggin, Penobscot. Ken. The counties of the counties of the mather sheriffs of the counties of tumberland which the prohibition is being fought.

Maine was to be dridge." as Gov. Plaisted was quoted by as giovered the counties of tumberland was drived to violate the law with impunity. It was the old "Bangor plan" over again which had been in operation for sc many years and which got its quietus only was an fine now and then.

Of late there has been a

not been known in years, if ever.

But while the belief seems to be general
that constitutional prohibition will be
reaffirmed there are some who hold that reaffirmed there are some who hold that this is by no means so certain as it appears on the surface. They point out that a large majority of the voters favored resubmission; that it is natural to suppose that most of them wanted the amend-ment annulled, else why should they want to vote at all; that they have not changed their views, but are saving nothing. their views, but are saying nothing.

HUMID NOW, NOT MUGGY.

an Old Time Familiar Weather Word That Has Passed Into Disuse. "Fifty years ago," said the middle aged "close, sticky weather was comman.

said 'humid' or spoke of the humidity in "Scientific persons knew then, as everyseeming closeness and stickiness, but the common people, of whom I was one, did not. We all in those days described

close, sticky weather as muggy. "But the present generation knows 'muggy' not at all. Everybody now knows that the closeness and the stickiness are due to excessive moisture in the atmosphere, to high humidity in a high temperature; this as far as it goes exact present day knowledge being due to the establishment

Portland. Mrs. Stevens has fought for prohibition for many years, but she regards the present contest as the battle of her life.

In the first place she began to organize the children of the State. Young the children of the State. Young the older inhabitants."

From the Manufacturers Record. song books and leaders and they march of the salt industry, it has been manufactory tour of twenty-nine minutes one day he would get into the chair, and sing for prohibition from Fort Kent to tured commercially for 2.500 years. Salt this week, not many for a great meis so necessary to existence that in some tropolis, but enough to make them not- attendents civil, but they do not know

Trade Following the American Flag in London

don means American wares, and it is everything," as the man in charge of the possible to outfit from head to toe by place said last night. following the flags from the bank through Holborn Viaduct or the Strand.

what it was twelve years ago. It may but London's straw hats do not. still be the same sturdy British leather the tops of the motor buses.

There is room for more, and more will a good fellow.

bought on Broadway.

"British make?" "Imported, sir," said the clerk, and

on the counter of one of the oldest established shops in London. There was were selling American goods.

monly described as muggy. Nobody ever body does now, the cause of the air's it will. The pedlers do not seem to be black's chair would draw trade. doing much of a trade, but they are foland tooth powders and toilet waters.

The odd thing about some of the New Glory ought-but this calls for detail: York soaps is that the maker's grandfather was a London soapmaker who went to the United States over a century

tin trunks because of American ideas, over the head rest for each victim. and he is having to abandon his costly sole leather trunks because of the same a burly man from Missouri on Monday

This does not mean that the American trader is crowding the English trader rected the barber at the chair.
off his own island, but it does mean that "That's all right, sonny, but what is

The Bed Napoleon Died in at St. Helena

PARIS, July 12.—The château of Mal- of its ownership, Gen. Bertrand brought the curator of Malmaison, and he had no

The bed is a modest iron affair marked in the banker's family until it was sold at which he died and on the other of which

with an imperial crown and bearing the trade mark of the merchant who supplied trade mark of the merchant who supplied the Emperor's furniture when he went the Emperor's furniture when he went the Emperor's furniture when he went the Drouot, with the bid out. The latter is the bed owned by the Murat family, according to the partisans of the Malmaison

into exile. According to the story told Napoleon, was consulted by Jean Ajalbert, bed.

LONDON, July 14—Being thrifty, the under the unwritten constitution of Englishman has taken down his Union England, but along has come Old Glory Jack after the coronation, but Old Glory with a cargo of openwork linen stuff, still waves. Trade follows the flag. The established a rallying post near the presence of the Stars and Stripes in Lon- Savoy and trade is following it "like

One Old Glory is drawing all sorts Cheapside to Oxford Circus by either straw hat trede in Oxford street. The Englishman's home made straw hat is Most of the flags fly over shoe stores, the same that was popular upon the The American shoe manufacturer has occasion of Edward's coronation (ten made the Englishman change his shoes. | years ago. George has been crowned, but The British shoe of to-day is nothing like the style is the same. Kings may change,

Along has come Old Glory with a cargo and the solid work of the bench hand, of wide brims from New York turned up but the style is that of New England. at the edges, rolled a bit, Mackinaw At that the American is crowding to rough straw, flexible brims and all the rest the front, as is shown by the number of of it. The visiting American bought star spangled banners to be observed from and started the Londoner into the shop to get a hat. Old Glory draws to de like

certainly come, for the Londoner is taking well to American wares.

As London does not bathe—who an bathe in a tub three feet across and eig t "Nainsook, sir; coolest thing we have inches deep?—even so does it not press in the place. Highly recommended for its trousers. They bag at the knees; this very hot weather, sir." yea, and the side seams get fore and aft. This word had a familiar ring and the Having spotted a window telling that fabric was examined. It looked ex- "Ladies' and gents' garments are cleaned" actly like an undershirt which had been there a man with hot weather clothing on carried in his suit case and asked what time he should call for the trousers.

"Ten d'ys, sir." said the attendant, the cat was out of the bag. which was nine and a half days behind the The new stuff was in a box packed in American time. Old Glory is needed here which was nine and a half days behind the the United States and the goods were with a really quick service clothes pressing establishment.

London does not shine its shoes. There no Old Glory on the mast on the roof, is not a shoe shining establishment in but there ought to have been, for they the empire so far as is known. Less than a hundred cripples or other indigents The American shoe man is the pioneer, to 8,000,000 people have the old fashioned but how big a wake he has made may be shoebox on the pavement. The victim judged when it is told that at the curb stands on one foot while the other is being in the Strand this month men in white smeared with blacking and brushed till linen suits are peddling American chewing the dulness is gone. A very small Old gum. England does not chew gum, but Glory on the back of a New York boot-

London is willing to spend money, owing the flag, for there is a flag over the but it does not know what to spend it for. chemist shop from which they hail. In Old Glory is needed. One Old Glory ought lthis shop the counters display American to come with American cigars. The pipe proprietary articles. New York soaps tobacco may be good enough, but "rotten" is the name for the English cigars. Old

War should be declared upon England to make it close, up its barber shops. The really good barbers here, of the weather service and to the widespread dissemination of its reports
through the daily newspapers. Now,
whether we realize it or not, we all have
a scientific knowledge of the cause of
this weather condition and now we all
say 'humid' and 'humidity,' not 'muggy' or
'mugginess.'

snowledge feing due to the establishment
ago and started his business there. Now
castled his progeny is shipping coals to Newcastle, his trade following the flag.

One flag is over a trunk store owned
this weather condition and now we all
by an American firm. The Englishman
was long ago forced to quit making his
trunks because of American ideas.

One flag is over a trunk store in the dozen great hotels,
use solid chairs with no other fittings
than four legs and a head rest, At the
back of this head rest there is a spindle
with a roll of paper on it. In deference
the reality good harroes pere,
one flag.

"What the blazes is that?" blurted out reason. American tailors are winners as his eye found this invention at the head also. "No swearing, please sir," mildly cor-

the flag as representing American com- that?" the wild and woolly man could not

Salt production is about the oldest in- merce has come to stay. Sixteen American refrain from asking. He spread his boys and girls. They have buttons and dustry in the world. In Italy, the cradle flags were counted during a motor bus handkerchief over the head rest before

The razors are good enough and the In Portland on July 4, with the ther-parts of the world tribes will sell the mem-mometer at 103, a record in this city, bers of their families in exchange for in the heart of the tightest empire in the a law against using the cake of alum or world and where it is supposed they make a law calling for a clean towel for each Salt has been the cause of wars, and so better goods than anywhere else on earth. patron. They never read about putting Then the W. C. T. U. headquarters in this city was made a storehouse of prohibition literature, and this printed matter has been sown far and wide. There have been many meetings addressed by Congressman Hobson, Mrs. Stevens, ex-Congressman Hobson, Mrs. Stevens, ex-Congressman Hobson, Mrs. Stevens says that they have just begum to warm up. More speakers are coming from all over the Union and even from England, for important has it always been considered "So they may, but they do not know a hot towel on a very tough beard for a

The Murat family also possess a bed

FREDERICK LOESER & CO. BROOKLYN ADVERTISEMENTS.

In every detail the Leading Retail Establishment of Brooklyn.

Store Closes at 5 P. M. Saturdays at Noon

The Summer Furniture Sale

Several Hundred Thousand Dollars in The Best Furniture Made in America, Now at Greatly Reduced Prices.

TWICE A YEAR WE HOLD GREAT FURNITURE SALES-and the most important one we have ever held is ready to start tomorrow morning.

Third, fourth and fifth floors here are filled with Furniture of which every American has a

right to feel proud; for this is American Furniture and nowhere in the world is better Furniture made than comes from American factories.

As you walk through these three floors you will note that nearly all of the pieces bear red-and-white tags, on each one of which are two prices. The first is the regular Loeser price, the smallest for which Furniture of equal merit is anywhere sold. The second is the summer Sale price, a straight reduction

10 to 50 Per Cent. Saving on Regular Prices.

The importance of this in sound economy needs a moment's thought for full realization. It means that if you spend a hundred dollars you cannot help saving ten dollars; you are very likely to save twenty-five dollars and you may easily save fifty dollars. An unusually large percentage of the Furniture in the Sale, all admirable and desirable Furniture, is marked at just half price.

This year we have been able to include in the Sale a very large quantity of Furniture in the styles of the classic periods; pieces which reproduce the artistic work of such men as Thomas Sheraton, Chippendale, the Adam family and others. At this season there is always a vast quantity of nondescript glued-together Furniture that comes out of certain factories just for "sale" purposes-and doubtless it

But such Furniture never comes here at any price. We want the people who buy Loeser Furniture to look on it with satisfaction and pleasure long years after they have forgotten whether it cost much or little. And the Furniture in this Sale is all of that good type.

The comprehensiveness of the Sale is one of the features that distinguish it and set it in a class

Here at reduced prices is every sort of Furniture for every taste and every purse. The sale is just as important in possible economies to the householder of limited means, to the young couple just starting a home, as to the man who can afford costly furnishings for a costly house, or to the hotel keeper who wants to buy in very large quantities. In other words, as nearly as can be, this is a COMPLETE STOCK of Furniture, with the low prices not merely as a hearly as a real to get you in the store, but low prices all along the line except in the very few instances. on a few leaders as a "bait" to get you in the store, but low prices all along the line, except in the very few instances

on a few leaders as a "bait" to get you in the store, but low prices all along the line, except in the very few instances where makers restrict selling prices.

We count this Furniture Sale one of the biggest enterprises of our entire year. We take months to get it ready, going through the factories in the West and other parts of the country, working with their owners, buying very large quantities and using all our experience and prestige to make sure that we shall have plenty of excellent Furniture for the lowest prices.

We are well satisfied with the result now ready. We believe it cannot fail to stir the enthusiasm of all who visit the Store now and throughout the Sale. There is an advantage in first selection, of course, and we know that very many will be here tomorrow so as not to miss that advantage. But this Furniture Sale is to continue for some weeks, and its magnitude and importance may best be judged by the fact that all through that period those who come here will find ample stocks and such price economies as cannot be matched for another six months at least.

Since the whole field of Furniture is covered by the Sale we print no details today. As the sale progresses, however, we shall take up one line of Furniture after another and by description endeavor to illustrate the scope of the event.

Third, Fourth and Fifth Floors.

Summer Dresses :: An Amazing Sale. Women's \$10 to \$25 Frocks at \$4.98.

TEN TO TWENTY-FIVE DOLLAR DRESSES at less than five dollars! The price is not an error. There are many of the \$25 Dresses in the collection. And the AVERAGE value is at least \$15.

We have 882 of these Dresses ready for tomorrow, and we consider them without question the daintiest, the most charming in styles, the finest in workmanship and altogether the best that ever were offered for the price

These Dresses, winding up the season for one of the most successful makers in America, should go flying out in a few hours, notwithstanding there are 882 of them. For most women will want two, three, half a dozen or more—there is such diversity in the nearly fifty different styles.

Of imported voiles and marquisettes, of sturdy linens, of dainty lingerie batistes, etc., in all sorts of attractive one piece modes. Some are simplicity itself, perhaps just a soft satin or cord girdle as a finish. Some are rich with heavy laces, eyelet or colored embroidery—every device that can be used to make a summer frock handsome.

Be among the early ones for first choosing tomorrow. It is an event to stir enthusiasm in all who come.

\$4 TO \$6.50 ONE PIECE DRESSES, \$1.98.

We have made \$1.98 a famous price for value in women's Dresses this season—but tomorrow's offering goes ahead of anything in our experience. These Dresses are of lawns, ginghams, dimittes and tissues in a wide range of combinations and choice colorings in checked and striped patterns. The lawns are plain. Every Dress is beautifully made and the styles are the most attractive of the season. We have 1,700 to sell at \$1.98.

Of imported French piques with a distinct cord, open at the side and finished with pearl buttons. Also of English rep with box plait panel front and back. Also of fine linene with apron front and back.

Of English rep with fishtail front and back; French

Second Floor. None C. O. D., on Approval or Credited

39c. to \$7 Waists at 25c. to \$2.98.

Very few such women, we imagine, and all the others will find here such a stock of charming summer Waists and such amazingly little prices as must stir enthusiasm. There have been wonderful Waist Sales here this season and this is one of the best of the series. For example, we shall have

\$2 to \$4 Lingerie and Silk Waists at \$1.29.

Daintiest of lingeric models with pretty lace yokes, others with colored embroidery. Low necks and short sleeves and some high neck models also. Some of them are from our own stocks and not as fresh as they were once. There are silk Waists, too, mostly dark colors—navy, brown and striped effects, as well as some in light colors. A few black silk Waists are included. 39c. to 30c. Waists at 25c. 84 to 67 Walsts at 62.98

Of lawn and percale, some white, low neck and three-quarter sleeves; others of colored printed materials. None C. O. D. No mail or telephone orders. Lingerie, marquisette and voile, some with fine lace and elaborate hand embroidery, some with artistic color work; high and low necks, three-quarter and kimono sleeves; all sizes. \$1.50 TO \$3 WAISTS AT 98c. ON THE MAIN FLOOR. Neat and effective tailored Waists, also lingerie and voile Waists in a splendid variety of styles, trimmed with lace and embroidery, high and low necks, some introducing touches of color.

Sample Blankets, Comfortables and Bedspreads.

Prices the Lowest Ever For Such Fine Grades. A LTOGETHER THERE ARE SEVERAL HUNDRED that comprise the best products of the best mills, and aside from a few handling marks they are absolutely perfect. The Blankets are in various styles and all sizes. The Comfortables are a splendid lot and give wide range for choosing. The Bedspreads are one of the best collections we ever had in an underprised sale.

priced sale.

Descriptive details read much alike, and also, in this case, as there are limited quantities of each, they are not practical. But no one who needs Bed Coverings will wisely miss this sale—even though they have to come a hundred miles to get here. 83 Hedspreads at \$2.19 81.50 Blankets at \$1.79 82.30 Blankets at \$1.79 \$2.30 Blankets at \$1.98 \$2.75 Blankets at \$2.49 \$4.75 Blankets at \$2.49 \$4.75 Blankets at \$3.75 \$10 Blankets at \$5.65 \$2.60 C. D. \$1.25 Comfortables at 70e \$2 Comfortables at 81.09 \$3 Comfortables at 81.09 \$4 Comfortables at 83.25 \$1.25 Bedspreads at 98c \$1.25 Bedspreads at \$4.25

Demi-Flouncings and Corset Cover Embroideries More 29c. to 69c. Kinds for 19c. a Yard.

THERE ARE QUANTITIES of summer lingerie waists, dresses, corset covers, combination gar-ments, underskirts and the like to be made up for vacationists who go away later in the season. And when a little price like this is quoted for such fine and pretty Embroideries there is reason to think about next season's needs also.

They are of fine Swiss and cambric and average 17 inches wide. There are more than a hundred patterns in the lot, and all in the desirable openwork effects finished with scalloped Embroideries which well regularly some as high as 69c. a yard, special now for 19c.

Main Floor. None Sent C. O. D.

Midsummer Sale of Pictures Framed Paintings, Gravures, Etchings,

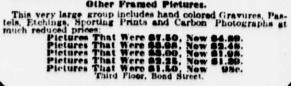
Now Marked at Sharply Reduced Prices WE SHALL DEVOTE TWO ROOMS in the Picture Galleries entirely to these specially priced Pictures, and we'believe the offering will interest every one, for the range is large and the Pictures admirable.

Framed Oil Paintings.

These show a great variety of subjects and sizes and are in rich French double sweep gilt frames, gold burnished and inclosed in chonized boxes. Just a few from the many subjects: Inches.

35x44. Moonlight Marine, E. Pritchard, 200 340 340 35x44. Moonlight Marine, E. Pritchard, 200 340 340 35x44. The Uld Story, O. Maroth, 340 350 35x44. Old Inn Interior, Einhorst, 346 350 35x44. Old Inn Interior, Einhorst, 346 352.50 32x42. Holland Port, Van Olten, 355 3250 325. So 325

Other Framed Pictures.



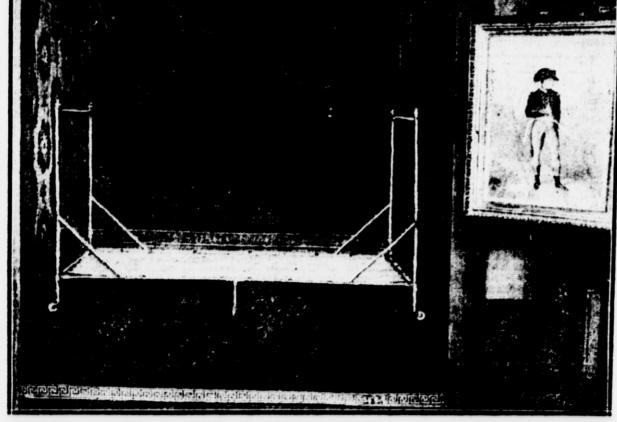
Women's \$3.50 Low Shoes at \$1.98

MONDAY WILL BE PARTICULARLY INTEREST-ING in the women's Shoe Store. And this is one of the numerous excellent clearance lots to

help make it so.

In the lot are tan calfakin 'and brown suede, three eyelet
Gibson Ties on amart lasts with weited soles and newest heal
shapes. The size range is somewhat broken.

Rain Floor, kim Place.



THE IRON BED ON WHICH NAPOLEON DIED AT ST. HELENA.